Marisa Dominguez

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Sr. Product Designer, AI & Data

15+ years of product design experience, developing innovative solutions that drive conversion, increase customer satisfaction, and improve user experience. Spearheaded complex projects resulting in a 5.3% conversion rate in 12 months, increased search & browse engagement by 40% in 6 months, increased customer retention by 20% in 6 months, increased sales by 25% year-over-year within 6 months, and increased customer satisfaction by 20% in 6 months. Experienced in providing design mentorship and working cross-functionally with stakeholders to collaborate on business needs. Highly motivated to define user experience problems to solve for strategy and vision.

SKILLS

Artificial Intelligence, Communication, data, Figma Prototypes, Jira - Confluence, marketing, presentations, Research Analysis, Roadmap Planning, Snowflake - PowerBI, Stakeholder Management, Strategic Planning, User Experience Design, User Interviews, User Testing, UX Audits, UX Mapping, ux research, visual story teller, Wireframing

WORK EXPERIENCE

Sr. Product Designer • Full-time
Paro • Chicago, IL - Remote
An AI-driven startup providing a double-sided marketplace centered around freelancers and finance solutions.

- Spearheaded the complex projects of the freelancer profile overhaul, including matching taxonomy and tag automation
- Developed a user research strategy to effectively build stakeholder relationships and be a true partner for the betterment of the employee experience
- Developed a user experience research and problem definition strategy to effectively reduce research time from 30 days to 5 days
- In 14 days, effectively audited and implemented UX improvements, resulting in a 1% increase in 30 days
- Lead ux and visual designer for AI product Search, Match, and Contact application. Co-responsible for product roadmap on two teams delivering to both sides of the funnel.
- Provide design mentorship to product team, business stakeholders, and leadership to collaborate on business needs in an effort to enhance human communication
- Worked on a global team to produce major algorithmic search and match efficiency improvements from Q4 of 2022 to Q2 of 2023.
- Through a comprehensive data audit and analysis, Identified areas of latency and attention, ultimately driving our business objectives forward.
- Reduced expert onboarding time by 65% in 3 months using UX design and optimization.
- Led the design process end-to-end for multiple projects, resulting in a 30% drop in user confusion in 2 months, utilizing UX and engineering leadership.

Principal Designer, Founder • Part-time
NINE25 Design • Arizona - Remote • 08/2016 - 12/2021
A data-driven design and web development agency founded by creatives to allow us to work remotely

- Led the redesign and development of a large-scale healthcare website that saw a 26% increase in traffic and access to an online appointment system

Principal Product Designer • Full-time
InflatableOffice • Cleveland, Ohio - Remote • 09/2018 - 11/2021
InflatableOffice.com is a software as a service (Saas) company that provides management software specifically designed for the inflatable and party rental industry.

- In 60 days, created a new product; a web template system for subscription users that led to an increase in new user sign-ups by 68% in 6 months.
- Created and implemented UX/UI designs resulting in 20% increase in customer retention in 6 months.
- Conducted user experience customer interviews and surveys to determine customer needs and customer goals

Sr. Product Designer • Full-time
Cirrus Visual • Tucson, Arizona, USA • 05/2012 - 01/2017
- Increased sales by 25% year-over-year within 6 months through strategic partnerships and UX design.
- Reduced customer onboarding time from 10 days to 2 days, driving a 80% conversion increase in 3 months.
- Established world-class user experiences resulting in a 65% increase in customer satisfaction within 6 months.

Lead Designer • Full-time
Boys & Girls Clubs • Tucson, Arizona, USA • 10/2009 - 05/2012
An afterschool facility with programming designed for at-risk youth between the ages of 7 and 18.

- Led the creative strategy for special event collateral required for fundraising efforts.

Graphic Artist • Part-time
Air Force - AZANG • United States • 09/2001 - 05/2009

EDUCATION

BA
Art Center Design College • Tucson, Arizona, USA • GPA: 3.7

CERTIFICATIONS

Machine Learning Product Management - Raj Elakkara

Data Science for Product Managers 2023 - Institute of Product Leadership

Data Storytelling and Data Visualization Mastery - Joshua Brinidley

How to Build Habit-Forming Products, Nir Eyal